1. A platelet increasing agent comprising a 2-acylaminothiazole derivative represented by formula (I) or a pharmaceutically acceptable salt thereof as an active ingredient.

[Symbols in the formula have the following meanings.

A: a lower alkylene

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10 R^1 : a group represented by the formula (II), or cyclic amino which may be substituted.

[Symbols in the formula have the following meanings.

15 R¹¹: H, a lower alkyl which may be substituted, or a cycloalkyl which may be substituted. When A represents methylene, R¹¹ may be present as methylene which is bridged to thienyl or phenyl represented by R². When A represents methylene, R¹¹ may be present as a lower alkylene which may be substituted and which forms a ring closed at the methylene represented by A.

R¹²: a lower alkyl, a cycloalkyl or a non-aromatic heterocycle, each of which may be substituted.]

R²: thienyl or phenyl, each of which may be substituted.

5 R³: an aromatic heterocycle, an aryl or cyclic amino, each of which may be substituted.]

- 2. The pharmaceutical composition according to claim 1, wherein A is methylene.
- 3. The pharmaceutical composition according to claim 2, wherein R^2 is thienyl or phenyl, each of which is substituted with one or more groups selected from the group consisting of a lower alkyl which may be substituted with one or more halogens, and a halogen.
- 4. The pharmaceutical composition according to any of claims 1 to 3, which is a thrombocytopenia treating agent.

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- 5. The pharmaceutical composition according to any of claims 1 to 3, which is a c-Mpl ligand.
- 6. A 2-acylaminothiazole derivative represented by
 25 the formula (III) or a pharmaceutically acceptable salt
 thereof.

[Symbols in the formula have the following meanings.

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B: a group represented by A according to claim 1.

R4: a group represented by R1 according to claim 1.

 R^5 : a group represented by R^2 according to claim 1.

R⁶: a group represented by R³ according to claim 1, provided that unsubstituted phenyl and indole which may be substituted are excluded.]

- 7. The compound according to claim 6, wherein B is methylene.
 - 8. The compound according to claim 7, wherein R⁵ is thienyl or phenyl, each of which is substituted with one or more groups selected from the group consisting of a lower alkyl which may be substituted with one or more halogens, and a halogen.
- 9. The compound according to claim 8, wherein R^6 is 20 pyridyl which may be substituted, or phenyl which is substituted.
 - 10. The compound according to claim 9, wherein R^6 is pyridin-3-yl whose 5-position is substituted with a group

selected from the group consisting of chloro and fluoro, and whose 6-position is substituted, or phenyl whose 3-position is substituted with a group selected from the group consisting of chloro and fluoro, whose 5-position is substituted with a group selected from the member consisting of -H, chloro and fluoro, and whose 4-position is substituted.

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11. Among the compounds according to claim 6,
10 1-{3-chloro-5-[(4-(4-chlorothiophen-2-yl)-5{[cyclobutyl(methyl)amino]methyl}thiazol-2-yl)carbamoyl]-2pyridyl}piperidine-4-carboxylic acid,

1-(5-{[5-{(butyl(methyl)amino]methyl}-4-(4-chlorothiophen-2-yl)thiazol-2-yl]carbamoyl}-3-chloro-2-pyridyl)piperidine-4-carboxylic acid,

 $1-\{5-[(4-(4-{\rm chlorothiophen-2-yl})-5-\{[(2R)-2-{\rm methylpyrrolidin-1-yl}]{\rm methyl}\}{\rm thiazol-2-yl}){\rm carbamoyl}]-3-{\rm fluoro-2-pyridyl}{\rm piperidin-4-carboxylic} {\rm acid},$

1-{3-chloro-5-[(4-(4-chlorothiophen-2-yl)-5-{[(2S)-2-methylpyrrolidin-1-yl]methyl}thiazol-2-yl)carbamoyl]-2-pyridyl}piperidine-4-carboxylic acid,

1-(3-chloro-5-{[4-(4-chlorothiophen-2-yl)-5(dimethylaminomethyl)thiazol-2-yl]carbamoyl}-2pyridyl)piperidine-4-carboxylic acid,

1-{3-chloro-5-[(4-(4-chlorothiophen-2-yl)-5{[isopropyl(methyl)amino]methyl}thiazol-2-yl)carbamoyl]-2pyridyl}piperidine-4-carboxylic acid,

4-[{3-chloro-5-[(4-(4-chlorothiophen-2-yl)-5-{[isopropyl(methyl)amino]methyl}thiazol-2-yl)carbamoyl]-2-

pyridyl}(methyl)amino]butyric acid,

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1-{3-chloro-5-[(4-(4-chlorothiophen-2-yl)-5-{[(3S)-3-methylpyrrolidin-1-yl]methyl}thiazol-2-yl)carbamoyl]-2-pyridyl}piperidine-4-carboxylic acid,

N-[5-{[butyl(methyl)amino]methyl}-4-(4-chlorothiophen-2-yl)thiazol-2-yl]-5-chloro-6-[(3-

15 hydroxypropyl)amino]nicotinamide,

N-[5-{[butyl(methyl)amino]methyl}-4-(4-chlorothiophen-2-yl)thiazol-2-yl]-5-chloro-6-(3-oxopiperazin-1-yl)nicotinamide or

N-[5-{[butyl(methyl)amino]methyl}-4-(4-chlorothiophen-20 2-yl)thiazol-2-yl]-5-chloro-6-[4-(hydroxymethyl)piperidino]nicotinamide, or

a pharmaceutically acceptable salt thereof.

12. A pharmaceutical composition comprising the 25 compound according to any of claims 6 to 11 as an active ingredient.

- 13. The pharmaceutical composition according to claim 12, which is a platelet increasing agent.
- 5 14. The pharmaceutical composition according to claim 12, which is a thrombocytopenia treating agent.
 - 15. The pharmaceutical composition according to claim 12, which is a c-Mpl ligand.